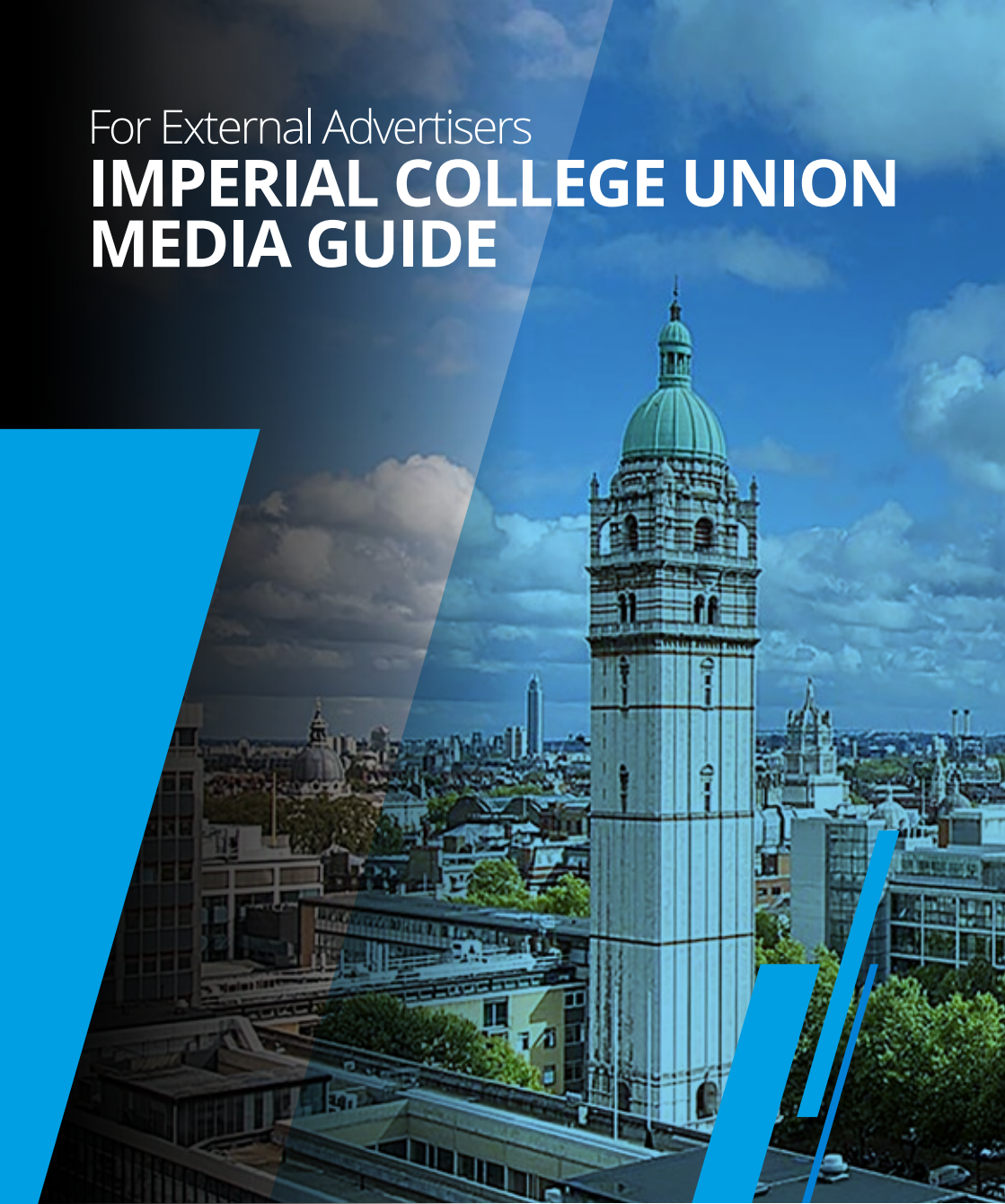


For External Advertisers

IMPERIAL COLLEGE UNION MEDIA GUIDE



imperialcollegeunion.org



WELCOME TO IMPERIAL COLLEGE UNION

Imperial College London is one of the leading STEM institutions consistently ranked among the top ten Universities in the world. Reflecting a broad diverse student community, it plays host to over 18,000 students from over 125 countries.

The Union continues to enhance the student experience, supporting the education and development of its members through providing a well-run and sustainable environment. With over 370 Clubs, Societies & Projects, over 500 academic representatives, volunteering opportunities and social enterprise developments. There's also four bars and two nightclubs, offering something for all of its student members.



**Over 18,000 students.
9,733 Undergraduates
8,505 Postgraduates**

Stats for 2016
calendar year.

**Over 370 Clubs,
Societies &
Projects**

**Based in and
around central
London**

**One of the most
democratic Universities
in the UK! Over 36% of
students voted in The
Leadership Elections
2017**

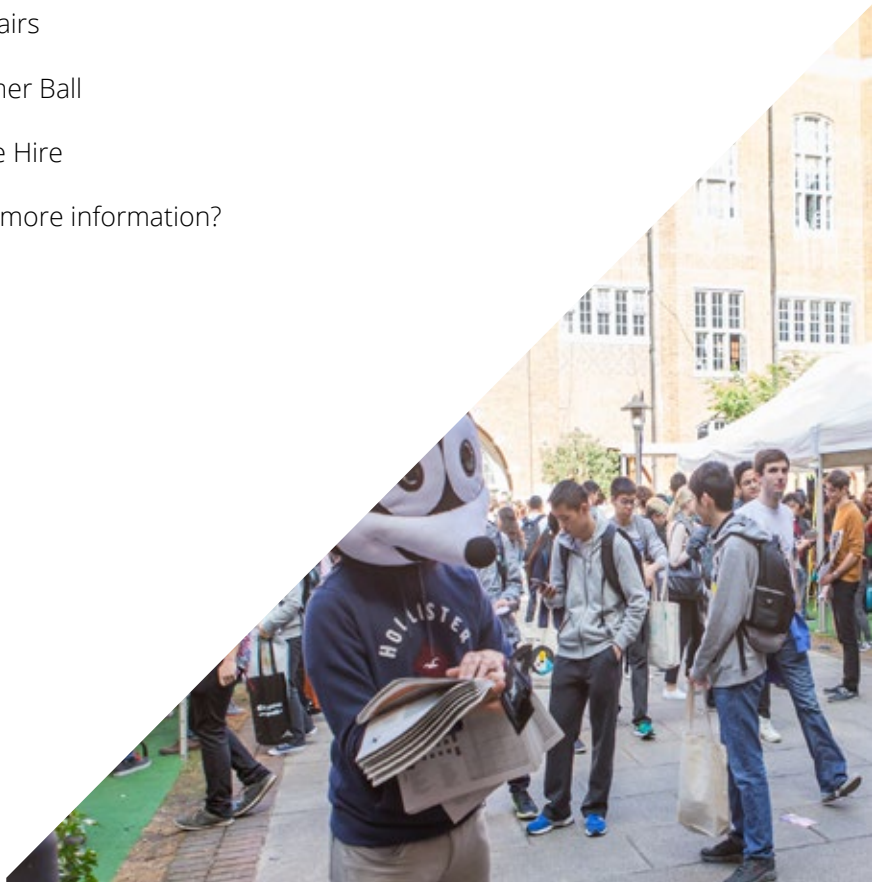
MARKETING OPPORTUNITIES

- 4 ▲ Face-to-face Stalls & Flyering
- 5 ▲ Adverts on our Website
- 6 ▲ Social Media
- 7 ▲ All-student Emails
- 8 ▲ Our Student Newspaper
- 9 ▲ Alternative Marketing:
Hanging Banner, Ambient
Media & Native Content
- 10 ▲ Our Fairs
- 11 ▲ Summer Ball
- 12 ▲ Venue Hire
- 13 ▲ Want more information?

Are you a charity or small business?

Get in touch to talk about discounted rates, packages and all sales enquiries.

Contact: **Brittannia Mcleod**
Marketing and Sales Coordinator
E: unioncoms@imperial.ac.uk
T: 020 7594 8060



FACE-TO-FACE STALLS ON CAMPUS

Imperial College Union is located at Imperial's South Kensington Campus, London. Within the campus we have spaces available to house indoor and outdoor on-site stalls, which allow you to have direct contact with our students. There are a number of areas on the main campus and in the Union building that have a high footfall daily. You can have a simple set up, or do something more adventurous, such as an interactive activity around your campaign. Previous examples have included smoothie stands, waffle carts, coffee stands and inflatable cubes!

This provides you exclusive access to our student market and the opportunity to gather student data.

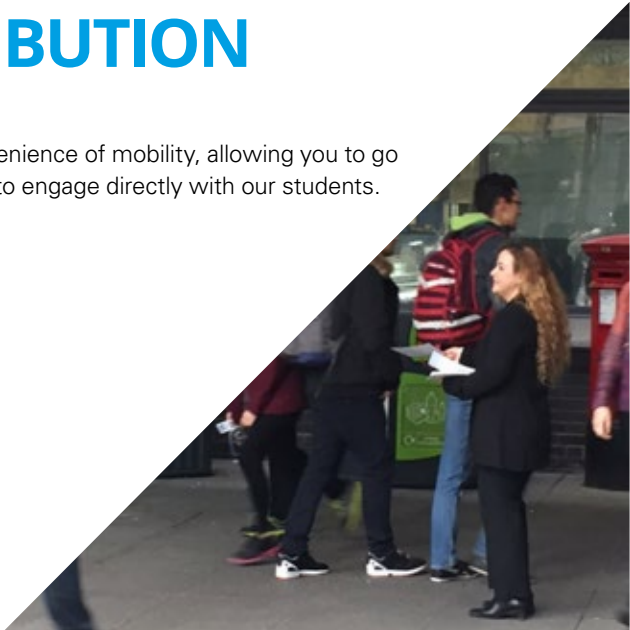
Duration (days)	Cost
▲ 1	£500 +VAT
▲ 2	£950 +VAT
▲ 5	£2,250 +VAT
▲ Other	Please contact for a quote

FLYER DISTRIBUTION

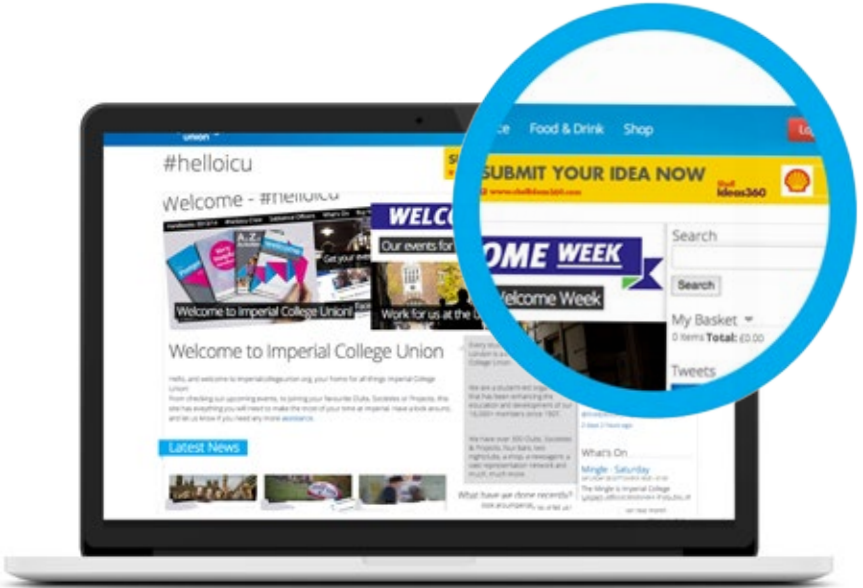
Flyer distribution allows you the convenience of mobility, allowing you to go around high footfall areas of campus to engage directly with our students.

Cost

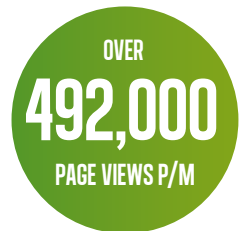
- ▲ Flyering costs £250 +vat per day.



ADVERTS ON OUR WEBSITE



Our Union website, imperialcollegeunion.org, is one of the most visited students' union websites in the country with over 21,000 unique users per month. Your web banner will be one of the first things our users see when they visit imperialcollegeunion.org. Not only will your banner be visible on the homepage, it will also be on every page of our site. Web banners are a great way to build your brand identity within Imperial, attract a bigger number of visitors to your website and increase the interest in the products and services you offer.



Stats for 2016 calendar year.

Duration (days)	Cost
▲ 1	£60 +VAT
▲ 7	£200 +VAT
▲ 28	£500 +VAT
▲ Other	Please contact for a quote

SOCIAL MEDIA

Social media is a great way to get your message across to an ever increasing and captive audience. We have over 12,000 followers on our Facebook page and over 6,500 Twitter followers. Posts are carefully timed to make sure they reach the maximum amount of users. A Facebook post or Tweet with your company name and URL could have a very wide reach amongst our followers. We sell social media posts as a message that goes out on Facebook, Twitter or both per advert.

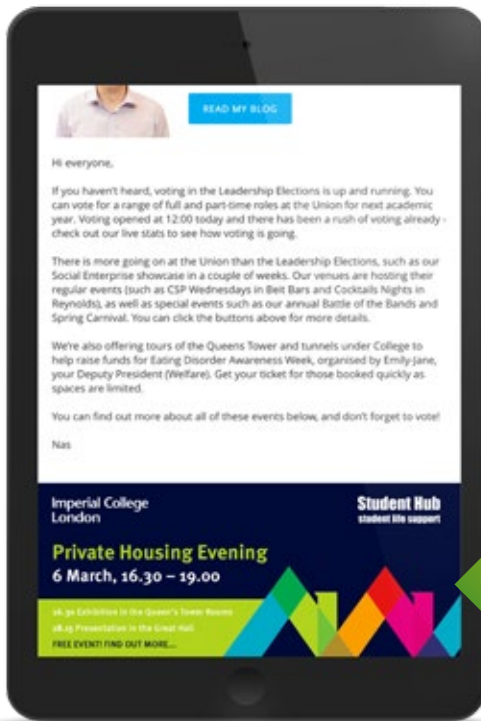
Posts on our social media platforms can reach a variety of students instantly and can be carefully constructed to reach the maximum amount of users. We have had posts shared over 28,000 times, so tailoring yours could be a low-cost and effective way of marketing for you. We always try to ensure you get the best return, so may recommend tailoring your content to fit in with the vernacular of our style to best reach our audience.



Quantity	Facebook	Twitter	FB & TW
▲ 1	£50 +VAT	£50 +VAT	£80 +VAT
▲ 2	£100 +VAT	£100 +VAT	£160 +VAT
▲ 5	£200 +VAT	£200 +VAT	£320 +VAT
▲ Other	Contact for a quote	Contact for a quote	Contact for a quote

ALL-STUDENT EMAILS

All-student emails are sent weekly during term-time to our 18,000+ students. We send emails to all Undergraduate, Postgraduate Taught and Postgraduate Research students. Your advert appears in the body of the email with a link navigating to your page. Our newsletter sees an average open rate 42-48%, compared to the non-profit sector average of 28%.



18,000+
STUDENTS
RECEIVE OUR
WEEKLY
NEWSLETTER

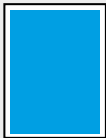
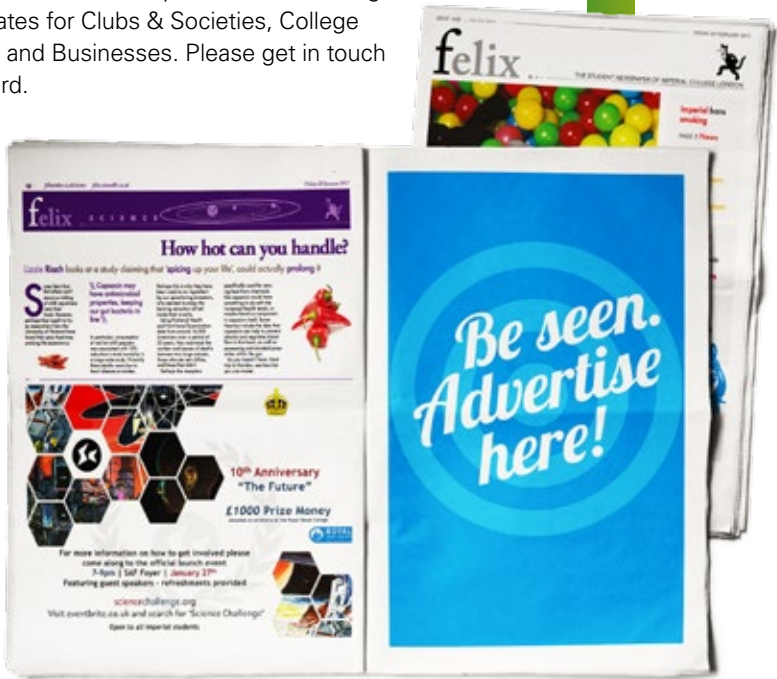
BE SEEN
ADVERTISING
HERE

Email Quantity	Cost
▲ 1	£750 +VAT
▲ 2	£1,400 +VAT
▲ 3	£2,000 +VAT
▲ Other	Please contact for a quote

OUR STUDENT NEWSPAPER

Felix is the weekly newspaper of Imperial and has been a previous winner of the Guardian Student Media Award's Best Student Newspaper (2006 and 2008). Our term-time editions are distributed for free and each week's edition is posted online. With a weekly circulation of up to 3,000, Felix adverts are a great way to target certain pockets of our student body at certain times of the year. We have a range of different rates for Clubs & Societies, College departments and Businesses. Please get in touch for a Rate Card.

UP TO
3,000
PRINTED
EVERY WEEK



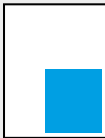
Full page
340h x 272w



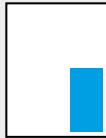
Half page horizontal
170h x 272w



Banner top/bottom
85h x 272w



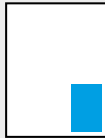
Half height 3 columns
170h x 161w



Half height 2 columns
170h x 106w



1/3 height 3 columns
113h x 161w



1/3 height 2 columns
113h x 106w

HANGING BANNER

A Hanging Banner in the entrance of the Students' Union can be a great advertising medium to utilise. The footfall during events e.g. regular bar nights, is 1,200 students and more walk through this area daily to access other spaces in our building. Your Hanging Banner would be seen by every student who enters.



Cost

- ▲ Hanging Banner costs £100 +VAT per week

AMBIENT MEDIA

Branded floor or stair vinyls on the upper and/or lower tiers of the staircase of the Sherfield building are a great way of advertising your organisation and raising brand awareness amongst our members. Prices based on vinyls for two weeks. Please ask for more details if you require a shorter/longer period.



Cost

- ▲ **Full staircase - top and bottom £700 +VAT**

Top and bottom tiers of staircase consists of 60 steps. Price includes printing of stickers which we can arrange for you.

- ▲ **Half staircase - bottom £480 +VAT**

Top or bottom tiers of staircase consists of 30 steps. Price includes printing of stickers which we can arrange for you.

NATIVE CONTENT

We can also discuss native content, comprising a sponsored news article on our website. Please ask us for more details.

OUR FAIRS

Freshers' Fair

The Freshers' Fair is the biggest event of the Welcome Week calendar that takes place across the South Kensington Campus and attracts over 6,000 students over the course of the day. It is a perfect platform to advertise to the Imperial College student market and is an extremely popular event for external clients!



Refreshers' Fair

The Refreshers' Fair is in January for students to discover new opportunities in the new year. Taking place in the Great Hall, it is an opportunity to promote your brand, having exclusive access to our student market!



Costs

▲ Premium Plus Stand £800 +VAT

Located in the main foyer in the Sherfield Building or at the entrance to the Queen's Tower Rooms, giving you a greater footfall of students.

▲ Premium Stand £700 +VAT

These stands follow on from Premium Plus Stands, positioned near the entrance of the Queen's Tower Room.

▲ Standard Stand £500 +VAT

Located in the Queen's Tower Room.

▲ Charity Stand £350 +VAT

Same as a Standard Stand, but only available to registered charities only.

Costs

▲ Double Stand £600 +VAT

Located in the foyer of the Sherfield Building or at the entrance of the Great Hall, giving you access to a greater footfall of students.

▲ Standard Stand £400 +VAT

Located in the Great Hall.

▲ Local/Start up Stand £250 +VAT

Same as Standard Stand but for local business within a 1-mile radius and/or start-ups with a turnover less than £500,000.

▲ Charity Stand £150 +VAT

Same as Standard stand but only available to registered charities.

SUMMER BALL

The Summer Ball is the huge end-of-term celebration that takes place across the South Kensington Campus. It's a Graduation and End of Year Ball all in one - attended by 1,800 students. Last year the ball included a fun fair, fireworks, photo booth and performances from our amazing student performers alongside a big headliner act.



Sponsorship

Sponsoring this event can consist of your logo appearing on the wristbands given to each student attending the Summer Ball, or having your logo on our ball map, which outlines all of the locations of each attraction.

Catering

Have you thought about catering the Summer Ball? There is opportunity to sell food during the first part of our ball (19:00 - 02:00) - this offers a great platform to promote and supply your food products. You would be able to trade during this time as well; we would be keen for the prices to be student friendly, and for food to offer Halal and vegetarian options.

Costs

- ▲ **Branded vinyl and fabric wristbands £700 +VAT**
- ▲ **Photobooth £500 +VAT**
To provide or sponsor our photobooth. You can have the photographs branded with your logo/message.
- ▲ **Summer Ball programme £350 +VAT**

Costs

- ▲ **Catering hire fee £500 +VAT**
We will take NO percentage of sales.
- ▲ **Catering Packages £700 +VAT**
Can consist of catering and running an interactive feature e.g. photobooth. Please contact us to discuss other package options.

VENUE HIRE

Neighbouring the Royal Albert Hall and Hyde Park, Beit Venues are the ideal place in the heart of South Kensington to host your event. With a variety of meeting & event spaces, we can accommodate any occasion, from small meetings to conferences, product launches to theatre productions, dinners to parties, we have just what you need. Our rooms are versatile and can be adapted to suit all types of occasions. Our dedicated Events team will assist you in creating a unique event based on your individual requirements. With competitive rates and in-house resources such as catering, bars and entertainments at our fingertips, organising and holding your event at Beit Venues couldn't be any easier. Please contact our Beit Venues Team for more information: beitvenues@imperial.ac.uk.



beitvenues.org



WANT MORE INFORMATION?

Working with a particular budget in mind? Let us know, we're always keen to keep our clients happy and deliver outstanding services for the benefit of our students and clients, so will endeavour to be flexible. If you're a charity, small business or start-up, get in touch to talk about discounted rates and/or packages.

For all sales, please queries contact:

Brittannia Mcleod, Marketing and Sales Coordinator

▲ unioncoms@imperial.ac.uk

▲ 020 7594 8060

For all Beit Venues queries contact our **Beit Venues Team:**

▲ beitvenues@imperial.ac.uk

▲ 020 7594 8113

Imperial College Union

Beit Quadrangle
Prince Consort Road
London
SW7 2BB

Registered Charity No: 1151241 imperialcollegeunion.org

Tel: 020 7594 8060
Email: union@imperial.ac.uk
Facebook: [imperialcollegeunion](https://www.facebook.com/imperialcollegeunion)
Twitter: [@icunion](https://twitter.com/icunion)

